



**WHAT THE WORLD REALLY NEEDS IS A SUPER
CUTE, SUPER STRONG IDOL SINGER WHO CAN
SMACK THE TAR OUT OF THE BAD GUYS.**

 **ASSEMBLE
INSERT**



Assemble Insert • 60 minutes • Preorder 05/08/01 • Street 06/05/01 • DVD: RSDVD9008, \$24.95 MSRP • VHS Dub: RS9007, \$19.98 MSRP

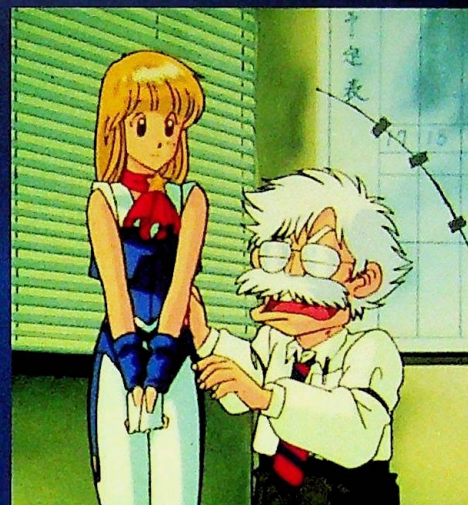
HER NAME IS MARON NAMIKAZE.

So, what's an "Idol Singer", anyway?

In Japan, a very specific kind of female singer makes her debut every few months. All of them are about 14 (and usually wear huge, puffy dresses), and typically shoot up the music charts for about six weeks then disappear. Most are never publicly seen again. During those weeks, though, they appear on every talk and music show available and are conspicuously placed in every advertising venue imaginable by their record companies.

While a few of these girls do have real staying power (producing hit after hit for years), the vast majority of these "manufactured" singers vanish into obscurity once their one or two big songs are played out. By that time, the cycle has repeated another girl.

Anime has featured the idea of the Idol Singer in one way or another for years (particularly in shows like the "Macross" series and "Megazone 23"), and "Assemble Insert" takes a few shots at this institution. It ruthlessly skewers the idea that a little girl with limited talent (but with the right image) can be manufactured by people who the public never sees and made into a pop icon overnight. It takes the idea even further by making the heroine a crimefighter with incredible strength and simultaneously the last hope of the police. The result is a firmly tongue-in-cheek parody of not only anime but most of Japanese pop-culture.



The cops have a problem: the Demon Seed (a small but surprisingly capable gang with a charismatic leader) stages spectacular crimes regularly and pretty much have the run of the city. The problem is so serious that the police have even created a dedicated branch to deal with them, but they have no better results than the rest did. Clearly, this is a time for action and a time for different solutions.

The Special Anti-Demon Seed group does have one ace up their sleeve: Professor Shimakobe. With his latest invention they might accomplish their task and coast on the success until they retire. So, the only problem left is to find a super cute, super strong crime-fighting Idol Singer (or create someone who can fill this role). The task force will exploit her power and make her a pop star all while pounding the Demon Seed into submission ... but at what cost?

With tongue firmly in cheek, Assemble Insert is one of the most brilliant parodies of anime and Japanese Pop-Culture you're likely to find ... **complete with it's own commercials!**



- Created by Masami Yuuki, creator of "Patlabor"
- Design Assist by Takehiko Ito, creator of "Outlaw Star"
- Mecha Design by Yutaka Izubuchi, designer of "Lodoss Wars"

Assemble Insert

Unrated, suggested for audiences 14 and up.
60 minutes • Color • Stereo
Preorder: 05/08/01 • Street 06/05/01



VHS dubbed version: RS9007 • MSRP \$19.98



DVD version: RSDVD9008 • MSRP \$24.95

ISBN 1-57032-086-1



7 42617 90073 0

ISBN 1-57032-087-x



7 42617 90082 2



The Right Stuf International Inc.
PO Box 71309 • Des Moines IA 50325
Orders: (800) 338-6827
<http://www.rightstuf.com>